

Yakima County
Quit Line Data Summary
April 1 - June 30, 2003

	County	State
Number of Calls to Quit Line	N = 57	N = 3,671
Percent of Statewide Calls	1.9%	100.0%
Percent of State Population in County¹	3.8%	100.0%
	County %	State %
Gender	N = 57	N = 3,165
Female	71.9%	60.2%
Male	28.1%	39.8%
Race/Ethnicity	N = 47	N = 2,585
People of Color	6.4%	12.9%
White	93.6%	87.1%
Age	N = 54	N = 2,854
Less than 18 years old	5.6%	2.1%
18 - 24 years old	3.7%	14.8%
25 - 34 years old	22.2%	23.1%
35 - 44 years old	37.0%	25.3%
45 years and older	31.5%	34.8%
Education	N = 51	N = 2,724
Did not graduate high school	27.5%	16.0%
High school graduate	29.4%	34.7%
Some college/vocational school	29.4%	36.8%
College graduate	13.7%	12.5%
Caller Type	N = 57	N = 3,278
General Information	10.5%	12.3%
Health care provider	1.8%	3.5%
Tobacco user	87.7%	84.1%
Payer Type	N = 35	N = 2,092
Insured	22.9%	34.9%
Uninsured	42.9%	28.9%
Medicaid	34.3%	36.1%
Heard About	N = 51	N = 2,748
Past caller	13.7%	11.3%
Employer/worksites	2.0%	0.6%
Health care provider	17.6%	24.8%
Television	27.5%	16.6%
Outdoor advertisement (billboard/bus/wall)	0.0%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	5.9%	6.8%
Newspaper/Magazine	0.0%	0.9%
Brochure/Newsletter	0.0%	5.7%
Family or friend	27.5%	22.9%
Health Department	2.0%	4.1%
School	3.9%	0.6%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.